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**The region on the move! –
Extreme marathon from Künzelsau to Berlin**

Künzelsau, June 2008: Passion, endurance, élan and perseverance, these are the qualities which an extreme long distance runner needs to be able to cover more than 100 kilometers a day. And they are the characteristics, too, which make enterprises in the Heilbronn-Franken region so successful. So what more natural than to bring the two together.

Jürgen Mennel, the former vice world cup winner over 100 kilometers, will impressively demonstrate just how important stamina and persistence are during his five-day run from Künzelsau to Berlin under the motto "The region on the move! Powered by Berner". The unusual event is part of the run up to the Stallwächterparty 2008 being organized by the Heilbronn-Franken region in Berlin on 01 July 2008.

The region, which for years has played a prominent role in the German economy, is home to a whole range of highly successful international enterprises. One of these is the combined Berner Group. Future growth of the company will depend on well qualified people from all of Europe being attracted to come and work in Hohenlohe. Thus it is vital to make the region and its many attractions better known to future leaders and managers.

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PRESS RELEASE



EXPERTS WITH
PASSION

The Stallwächterparty 2008 in Berlin provides an excellent opportunity for the Heilbronn-Franken region to turn the spotlight on its economic strengths and tourist attractions, thereby gaining public attention.

Even during the run up to the event, through the joint marathon activities with Jürgen Mennel, Berner wants to demonstrate how dynamic, persistent and future-oriented the Berner Group and the region are in Europe.

During the 650 kilometers from Künzelsau to Berlin, the extreme marathon runner will pass his 300,000 kilometer mark, thus breaking the world record in terms of kilometers covered by an international runner.

Both during the initial stage on 26 June, starting at the Berner headquarters in Künzelsau, and the final stage on 01 July in Berlin, Jürgen Mennel will be accompanied representatives from the world of politics, business and science.

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